

Hari Lal

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Business & Marketing Student Combining Strategy, Insights, and Design

Employment History

CRM & GROWTH OPERATIONS ASSISTANT - WBLC	Remote	Nov. 2024 - Dec. 2024, Apr. 2025 - Aug. 2025
- Structured and improved CRM workflows in HubSpot to support clearer outreach and decision making - Designed consistent social media templates focused on clarity and ease of internal use		
USER EXPERIENCE DESIGNER - Spero Careers Canada	Burlington, ON	Jun. 2024 - Oct. 2024
- Redesigned UX and UI for the NanaWorks platform to reduce friction and improve core user flow - Aligned user experience decisions with communication and business goals		
MARKETING INTERN - Haltech Regional Innovation Centre	Burlington, ON	Jun. 2023 - Aug. 2023
- Designed visual assets and company annual report with clear information hierarchy for varied audiences - Managed social content with a focus on user clarity and brand consistency		
WEB / APP DEVELOPER - Spero Careers Canada	Burlington, ON	May 2022 - Aug. 2022
- Redesigned an accessible, neurodiverse friendly website with inclusive UX principles (https://socialliiasd.ca/) - Prototyped a user centered social app using Figma and Bubble		
E-LEARNING DESIGNER - Sitaran Group	Oakville, ON	Apr. 2022 - Jun. 2022
- Designed accessible learning materials with clear structure and usability in mind - Wrote instructional content focused on clarity and learner experience		

Key Skills

Applications

● Market Research	● Data Visualization	● PowerBI	● Figma / FigJam
● Competitive Analysis	● Data Analysis	● R	● Adobe Creative Cloud
● CRM Growth	● Presentation Skills	● Smartsheet	● Canva
● Analysis & Insights	● Team Collaboration	● Excel	● WordPress (Divi)
● Product Thinking	● Project Management	● Hubspot	● HTML / CSS / Js

Education

BACHELOR OF ARTS AND BUSINESS, Specialization in Communication and Design Practice	University of Waterloo	Sept. 2021 – CURRENT
- Strong foundation in marketing strategy, business analytics, and interdisciplinary problem solving - Applied data analysis and research methods to identify user and business insights - Focus on user experience design, interface design, and digital communication strategy - Designed and developed digital products using HTML, CSS, JavaScript, and modern design tools		